

7-1941

UA99/9 The Southern Exponent of Business

Bowling Green Business University

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The Southern Exponent OF BUSINESS EDUCATION

*Commercial Trained
Here Are All Placed
by Us at Good
Salaries.*

*The Completion of a Course Here
Leads to a Defense Position or a
Position in General Business.*

B O W L I N G G R E E N , K E N T U C K Y • J U L Y , 1 9 4 1



The National Capitol

The Defense
Program
Now Needs
Trained
Business
Young Men
and Young
Women



*Such an Office Will Require Your
Services in the Defense Program*

**We Are Prepared to VOLUNTEER for Our Nation's
Defense the Services of . . .**



*Now About This Business
of National Defense*

67 YEARS OF EXPERIENCE

in offering Better Business Edu-
cation evidenced by a

LOYAL ALUMNI

now holding positions of respon-
sibility in all branches of govern-
mental work and private industry
and

NEW RECRUITS

coming constantly for Selective
Office Work, Business Administra-
tion and Commercial Teacher
Training.

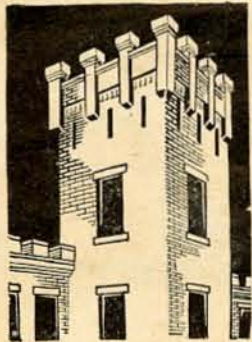
The Bowling Green Business University, realizing that the efficient functioning of mili-
tary, naval, aeronautic departments of the
defense program, the smooth turning of the
wheels of industry, the maintenance of peak
production in defense plants is dependent
upon an army of skilled accountants, ste-
nographers, bookkeepers and business ad-
ministrators, accepts as its patriotic privilege
the supplying of the increased demand in
these fields with trained workers from its
student body.

The urgency of this demand, due to the
present world crisis, will never make the
school administrators or faculty lower the
high standards of education—cultural and
spiritual—on which the student's life success
depends as much as on the practical skill in
his particular field of business necessary for
efficient service. On these standards our
school's good name—known throughout the
country—has been built.

The thinking young men and women of
America can prepare themselves for patriotic
and profitable service by enrolling in The
Bowling Green Business University.

SCHOOL OPENS SEPTEMBER 8, 1941

BOWLING GREEN BUSINESS UNIVERSITY, Inc.
BOWLING GREEN, KY.



THE SOUTHERN EXPONENT

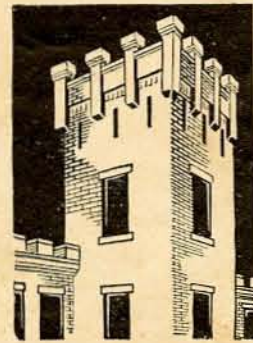
Published Semiannually
by the

BOWLING GREEN BUSINESS UNIVERSITY, Inc.
BOWLING GREEN, KENTUCKY

J. L. Harman

J. Murray Hill

W. L. Matthews



This issue of THE SOUTHERN EXPONENT has a peculiar and patriotic significance for The Bowling Green Business University, for which it tells the school's story in picture and print for prospective students and their parents.

Far from the sound of martial music or the fanfare of flag waving, in the quiet of classroom, lecture hall and laboratory, in the calm of the assembly, faculty and students are preparing to work together to achieve skill in fields of service in which they can best contribute to the vast national defense program of our nation.

Ours is a realistic patriotism—with an eye forever on the practical need of the present for "30,000 office workers" in the industrial branches of defense, alone: ours is an idealistic patriotism—grounded in spiritual values that will build national security on those genuine democratic principles on which our churches, homes, schools, and entire American manner of living depend for preservation.

Every college has its objectives and ought to know what type of young people will most surely help it to reach its goal. This year our objective, which we repeat from year to year in the EXPONENT, takes on new meaning:

The training of stenographers, bookkeepers, typists, secretaries, office workers, commercial teachers, business administrators—

To give such training in an effective, attractive way under favorable surroundings—

To not only train technically, but develop students mentally, culturally and morally—

To do these things as forcefully and efficiently as good service demands.

The following objectives are reached through courses given on a strict college level, and all leading to a B.S. or A.B. degree, except the secretarial, which are only one and two years, respectively, offered by the *College of Commerce*, where commercial teachers for high schools and colleges, secretaries (both private and executive), accountants (qualified for private industry or governmental service) and business administrators (schooled in theoretical and practical business principles) receive competent training.

To achieve the ultimate goal of these definite objectives we desire the following types of students:

1. Those of intelligence sufficient to grasp our instructions, to follow directions and who know what they want and with will enough to reach it.
2. Students who have had basic general educational training in high school or college.
3. Students who are physically and morally able to meet the exacting requirements of a technical school giving intensified work.
4. Students who have good standing where they are known best.
5. Students who believe in themselves and in the great fields of business which they propose to enter and *cherish the manner of living in the country of which they are proud to call themselves citizens.*

YOUR QUESTIONS and OUR ANSWERS

I. WHAT ARE THE ENTRANCE REQUIREMENTS?

To the noncollege division of this institution there is no entrance requirement.

To the college division the requirement is what it is in most American colleges—16 high school units.

This institution accepts credits from accredited schools. If a student entering here in the noncollege division has done work elsewhere, we try to classify him according to his advancement.

II. FOR WHAT COURSE SHALL I ENROLL?

The course in which you should enroll depends upon what you want to do, your general education, the length of time you can spend here, and your financial situation. Certainly one of our four-year college courses is the best we offer, because longer and richer in course content.

The best course in the noncollege division of our institution is the Life Endowment.

WRITE US

III. HOW MUCH TIME REQUIRED?

Depends upon:

- a. The course in which the pupil enrolls.
- b. His ability to learn.
- c. His interest in what he is doing.
- d. His application to his work.
- e. His following the regulations and the spirit of the institution.

The courses in the college division are carefully planned on a college basis; therefore, all students must spend practically the same time on a given course.

Courses are all set up on a semester hour basis, making the time element a rather measured factor.

In the noncollege division a student progresses toward the completion of a course through his own aptitude and application and not by or through the progress of a class.

The booklet entitled "Bulletin of Courses," which is sent free to all who ask for it, gives definite and detailed information about each course offered.

Single courses in shorthand, bookkeeping, typing, office machine work are completed in shorter time than such combined courses as bookkeeping and shorthand. Ask for "BULLETIN OF COURSES."

IV. COST OF ROOM AND BOARD?

Again we must say that like the completion of course, this depends upon certain things—the type of living conditions desired, the location of the boarding home, its attractions, etc. The price ranges from \$20 to \$25 per month for both room and board, everything furnished.

V. THE CERTAINTY OF SECURING A POSITION?

This is explained fully under the heading correspondence on page four of this issue of the EXPONENT. Placing a competent person now is our easiest job in the entire program of teaching and training. Yes, there is a certainty of employment.

VI. DO YOU GUARANTEE TO SECURE THIS POSITION FOR ME?

No. No. And no other educational institution offers a guarantee except in mere words. Ask a "guarantee school" to place a bond guaranteeing you a position at a given sum for a given time and see how its guarantee fades.

No state school or college, no church school or college, no endowed school or college, no medical college or theological college guarantees positions nor do West Point Military Academy or Annapolis Naval Academy—no ranking institution of learning offers such an unsound, impossible scheme. It would be as senseless for you to guarantee to hold a position as for a school to guarantee you a position. No, we do not guarantee positions. Shun the school that does.

VII. HOW MAY I GET MORE INFORMATION ABOUT THE BOWLING GREEN BUSINESS UNIVERSITY?

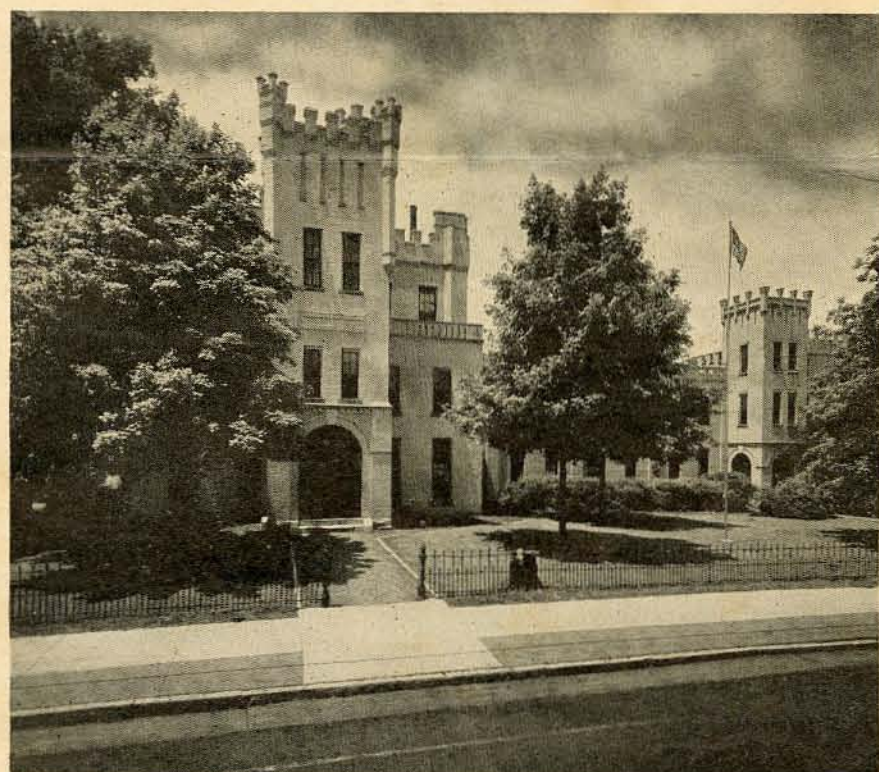
Simply tell us whether you wish to take bookkeeping, shorthand, accounting, business administration, secretarial work or some combination of some of these, and we shall give you the information you want.

We have for free distribution the following printed material:

College Catalog
Commercial Catalog
Bulletin of Courses
Southern Exponent
Summer School Bulletin
"Social Activities"

We shall soon have booklets on

Accounting
Commercial Teacher Training
Secretarial Courses



The University Building

The Teacher in Business

If we were asked to list the most successful group that has ever attended our institution, we probably would be compelled to give the honor to the school teachers. A teacher who enters our institution has a high sense of responsibility, knows how to schedule time, is usually well educated, has good habits, knows how to work, is usually one of good reputation, and all these things make it rather certain that he or she will succeed here.

We make no effort to dissatisfy teachers with their jobs, but we do know that we have something to offer them that is rather rare. The average teacher now, even in the one-room school, has a college degree. He can greatly increase his income here by taking a business course. Such procedure will open up to him the field of commercial teaching in which salaries are good and the demand high and the field not crowded, or he can go into Accountancy, Book-keeping, Business Administration, Stenography, all of these leading to higher positions. There are thousands of levels in business, each one calling down to the one below to send up trained persons. There is no limit to how high one can go.

If you are a school teacher and tired of your job, or dissatisfied in any way, tell us about it, and let us give you the facts concerning our courses. You are old enough and smart enough not to be misled by any glowing stories that may be told you. We shall deal in plain facts.

A Plan in Lieu of Cash

It is sometimes possible for a few parents or a few students to pay cash for tuition on the day of entrance here. We are able to extend the deferred-payment plan to a given number of reliable people, but this plan must be definitely worked out before the student arrives here, because we do not have time to go into all details on the day of enrollment, and, besides, we must know something about whom we are assisting.

This plan is not offered universally, but only to those who seem greatly in need of it, and to those of whom we have some knowledge or can get some facts. Our tuition is sold on the scholarship basis, making it much cheaper than if sold by the month.

Of course, this means that it is paid for in cash on entrance day; however, we may be able to take about half cash and a note for the remainder, payable at \$15 per month. This plan protects the scholarship cash rate to the student and at the same time allows him to pay part of his tuition by the month at \$15, whereas if he were to pay the same tuition at the beginning on a monthly basis, it would cost him \$21 per month. If a student feels that he must resort to this method of payment, he should give us full facts about his financial situation, giving the names of some references so that we may have it all worked out when he applies here for entrance.

BOOKKEEPING

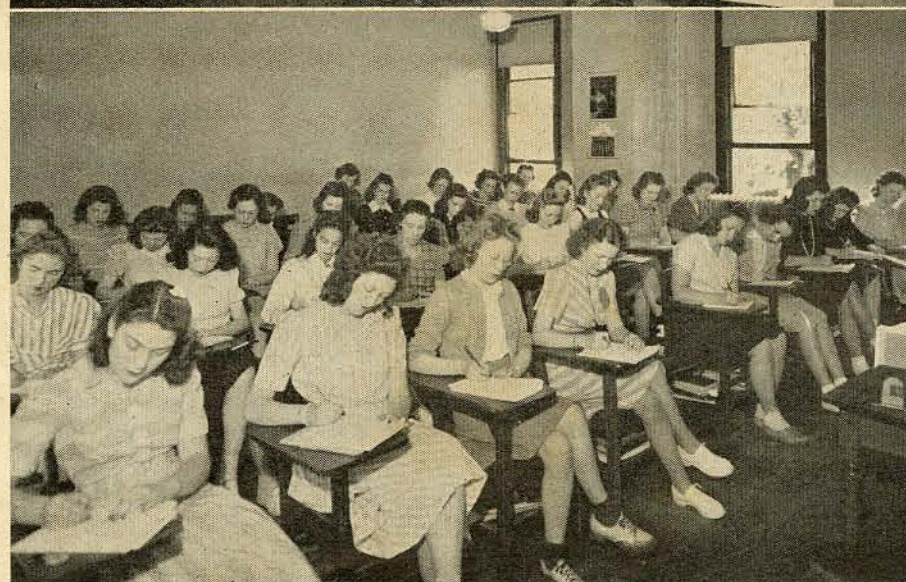
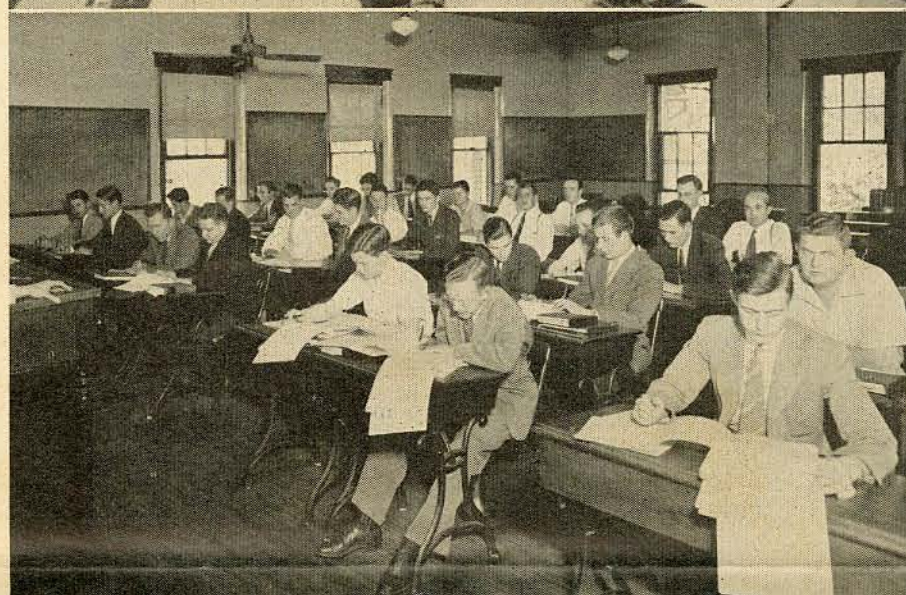
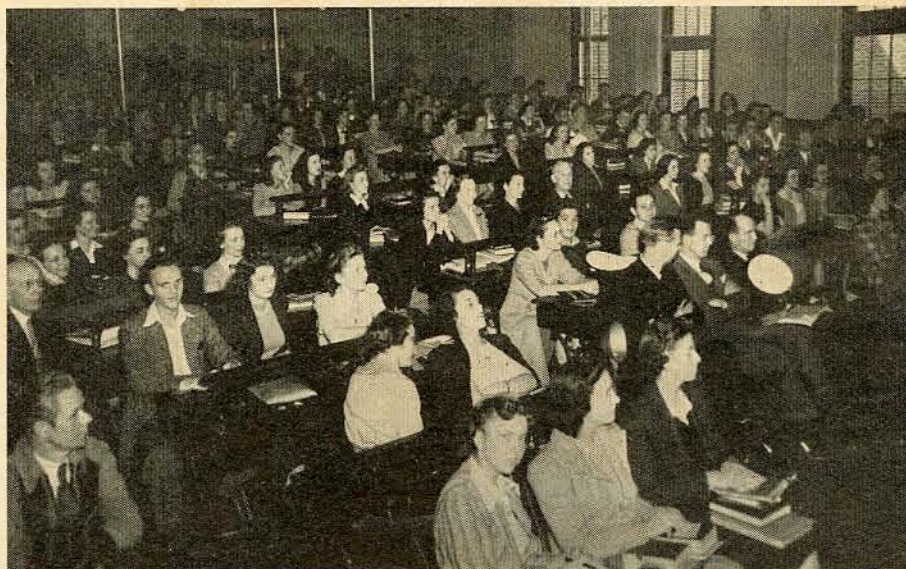
We are very happy to report that young ladies are again coming into their own in the bookkeeping field.

We have no difficulty in placing trained bookkeepers. All young ladies ought to take a combined course in bookkeeping and shorthand.

BEST COURSE

IF YOU ARE IN A GREAT HURRY TO GET THROUGH, THE BEST COURSE FOR YOU HERE IS OUR SECRETARIAL OR LIFE ENDOWMENT.

Write for full information.



High School Graduates

If the hundreds of thousands of high school graduates in America who will simply take their degrees and drift on into common ways of living, going no further in their mental and technical development, could sit for one week in our institution observing the calls for stenographers, seeing the interesting work going on, observing young men and women bid us good-bye as they go to employment, such graduates might get an inspiration and be induced to give themselves more training than the high school can give or has given them.

Take the matter of shorthand alone: every young person ought to be challenged by the fact that if he will take shorthand he will secure employment, and if he will devote himself to such employment, he will secure promotion, and promotion means firmer and firmer security. The public needs men stenographers and needs them badly, yet boys drift on, wondering what they are going to do and what they can do, with the result that they do nothing. If we could induce such boys to take a business course in our institution, it would be the means of tying them into business with a tie in form of a monthly check. Young men, take a course in shorthand. Do it now. It may be the means of your rendering high service, not only to yourself but to the government, and it may be that you will use a typewriter if war comes rather than a gun.

1. Partial picture of assembly.
2. Lecture class in college division.
3. Students in college typewriting hall.
4. A class in advanced accounting.
5. Advanced shorthand dictation class.

Our Alumni.

Recently one of the administrators of the Business University took a vacation trip for a month or more which carried him to sections far removed from the scene of the school—Louisiana, Mississippi, Alabama, and Florida—but whatever state he visited he met familiar faces, faces of men and women he had known as boys and girls in their student days at the University. Most of those with whom he renewed old friendships were leading citizens in their communities.

Come September 8th



Miss Xena Dearman of Hattiesburg, Mississippi, and now holding a secretarial position with the Kentucky-West Virginia Power Company of Pikeville, Kentucky, was awarded the Johnson Driskell cup by the Shorthand Department for being the outstanding shorthand student of the year. She was in service when the decision of the department was reached, but came from Pikeville to Bowling Green to receive the cup which was presented publicly. The donor of the cup graduated from The Bowling Green Business University and is now an official of the American Cyanamid Company of Florida.

CIVIL SERVICE

Your Opportunity and Obligation

There are 46 Civil Service positions in the White House.

The Treasury Department has 67,-817.

The War Department has 94,434.

The Department of Justice has 8,463.

The U. S. Navy, 68,629.

Panama Canal, 10,461.

The Department of Interior, 45,289.

The Department of Agriculture, 102,505.

The Department of Commerce, 17,-539.

The Department of Labor, 7,463.

Farm Credit Administration, 3,356.

The Veterans' Administration, 35,-687.

The Post-Office Department, 285,715.

Civil Service Commission, 1,206.

Social Security Board, 10,335.

Tennessee Valley Authority, 12,847.

Works Progress Administration, 25,-815.

CALL CONSTANT

Three to seven years ago it was no trouble to place top students and considerable trouble—almost impossible—to place the poorly prepared. At present the call for our product is so constant that second and third rate students are being placed.

PREPARING YOUNG PEOPLE FOR EMPLOYMENT AND INCOME IS OUR MAJOR JOB

You *want* employment. You *need* employment. The United States government needs and wants you. Through its vast Civil Service System it offers pleasant and profitable employment to the skilled student of business. For this service the government will pay you well during years of active employment, and provide for you adequately when your term of service is completed. Courses of study here in The Bowling Green Business University are pointed to preparing you to pass Federal, State, or City Civil Service examinations now being conducted at increasingly frequent intervals throughout the country. In June, 1940, there were 726,827 people working under Federal Civil Service. The year immediately previous to that date examinations were held for about 1,700 types of positions. To the trained student of business goes the choice positions in these fields.

To the conscientious student a sense of genuine satisfaction comes from being qualified to give practical aid to his country's government today when the mammoth program of national defense is in urgent need of stenographers, bookkeepers, accountants, and business administrators. From a purely personal angle definite advantages will come to the man or woman who enters the service of the United States government through the Civil Service Department.

- For those employed through this Federal Agency:
- Once in Civil Service the position becomes permanent.

After a certain length of service the employee may retire on a pension, and even before the term of service has expired, if permanent disability occurs, a pension follows.

The daily work hours are few, vacation on full pay, sick leave and all holidays off.

An opportunity for advancement from one level to another, all in the government employ.

The majority of Civil Service positions are in larger cities, where there are good college and university facilities. Time and opportunity are allowed the employee of the government to pursue his education.

One under Civil Service may apply for any position in any part of the United States. Of course, he may retire from Civil Service and take private employment.

There was a time when most Civil Service positions were in Washington, D. C., but now they are in all parts of the United States and in great number.
- Many states and municipalities now conduct their administrations under a Civil Service system. The student may be fortunate in securing a good position at or near his own home.

Typists

Accountants

Stenographers

Auditors

Machine Operators

Income Tax Specialists

and classifications of office workers too numerous to list, with salaries ranging from approximately \$1,260 to \$4,000 per year, are in great demand at the present time by governmental agencies.

Of course, one desirous of obtaining employment under Civil Service must meet certain qualifications: age limits depend upon the nature of the employment and range from eighteen to fifty-five; the applicant must be a citizen of the United States; he must pass an examination to test his qualification for the position for which he applies, and to do this must be educated in the field in which he seeks employment; the grade he makes on this examination governs the time in which he shall receive his appointment and the character of that appointment.

A course in The Bowling Green Business University will qualify you, as it has hundreds of others, to enter Civil Service with ease and excellence.

Miss Oleta Henderson, seventeen-year-old girl, took a course in shorthand in the school here a little more than a year ago. Miss Henderson passed the

Correspondence Between the President and the Head of the Employment Division

Following our usual custom, we publish the semiannual report from the Director of our Employment Division to President Harman. This office correspondence we publish because it is so fresh and authentic that it will be a guide to young people who contemplate taking a business course in this institution:

Mr. Harman's Request

To the Manager of the Employment Division:

Please let me have your semiannual report on what your division has done the past six months. In a general way, I know you have been exceptionally busy and that you will have an unusual report to make, but I am not familiar with the details. I am particularly eager to know what effect the defense program has had upon your work, and I should also like to know whether we are training our output to meet the demands of the public. Also make any suggestions that you think would help us to get better results in the classroom and in the securing of positions for our students. Your suggestions are always interesting and valuable.

J. L. HARMAN, President.

The Reply

To President Harman:

I am responding to your request for a report on the past six months' work of my division. You are right in saying that we have been busy. Before the defense program was launched, my division was becoming more and more active, due to a better situation generally, but since the defense program was started we have been unable to fill all of the vacancies reported to us. We are now sending out graduates and even undergraduates daily. There was a time when we had to seek vacancies. Now vacancies seek us in ever-growing numbers.

I have practically answered your question regarding the defense program as it relates to my office. The young people whom I am placing seem rather serious-minded and apparently are eager to fit into the exactions of these strenuous days. I suggest that you do everything possible to equip them, not only for accurate technical service, but that you give them, if possible, the right attitude toward these unusual days and this unusual condition.

More and more the public is demanding the better type of high school graduates and a high type of college graduates. I am observing that our students are improving in mental attainment as the years go by. If they lack seriousness of purpose, it is the business of this institution to instill into them the seriousness that they need.

EDDIE SHERRILL, Employment Division.

Civil Service Examination, and is now working in Washington at about \$1,400 a year with an opportunity for a still better position. We mention Miss Henderson because of her business success at such an early age; hundreds of similar examples of the success of the university's students in Civil Service could be cited.

Civil Service examinations, both state and federal, are frequently conducted in our building.

Work That Will Help to Pay Expenses Here

We find that a student is unable to carry a full, heavy course of study successfully and at the same time do hard work on the side.

Yet, though this is not best for the student or his studies, often it is necessary. We take pleasure in assisting students to obtain remunerative employment which will help them defray their school expenses. It is estimated that about twenty-five per cent of the Business University students earn a part—or all—of their expenses while in training.

To secure part-time jobs for students, we maintain a Student-Help Department. Don't ask us to assist you in this particular manner in order that you may save money, but do ask us if it is your only chance of taking work in our institution. We shall always give you needs our sympathetic help.

Borrow the money for your education. That is a sensible solution. Borrow. Repay it from the income your course here will make it possible for you to earn. You can borrow. Just try it.

BOWLING GREEN

is located on the Louisville and Nashville Railroad between Louisville and Nashville. The train schedule is most convenient. The city is within easy access to all arterial highways and bus lines from all directions connect the city with other sections of the United States. Students may come by train, bus, or in private cars.

Since the advent of the automobile, fathers and mothers in ever-growing numbers bring their sons and daughters to our school. We are always glad to meet them and for them to see the surroundings here.



Group picture of the Bowling Green Business University made in front of the Un

Answering Questions from Our Morning Mail

"I am a college graduate and out of work. What can you do for me?"

You are the very type for whom we can do much. You ought to be able to take, with credit to yourself and all concerned, any course we offer, and if your personality and standing are equal to your college training, you ought to secure an excellent position when you have finished a course here.

"I lack a unit or two in having completed my high school course. Can I enter your school?"

Yes, and you can also make up your high school work here and receive your diploma. We give work in both high school and college levels. The work is accredited. Complete a course here, get the benefit of it and get the results through employment, and at the same time complete your unfinished high school course.

"Can I get work in Bowling Green to pay a part of my expenses?"

About twenty-five per cent of our students do get such work. A great deal of your success in securing this work depends upon your eagerness, your initiative, and your energy.

"Will you select a boarding place for me?"

Yes, that is the easiest thing we have to do because there are hundreds of places from which to select it. But it will not be the most satisfactory thing for you. Wait until you arrive in Bowling Green, and you and we together can select a place for you. We shall meet you at the train or bus, bring you in our car to the office, determine just what you want and then we shall send you in our car to inspect the places we think would suit you.

"Am I sure to get a position?"

What an old, old question. It has been asked millions of times. No one can answer it definitely because we do not know your power or how much skill you may develop or how dependable you may be, but the fact that we have the largest attendance in our sixty-six years of service and are not running any advertisements of any kind would indicate that our students are getting positions or others would not continue to come. Yes, you can get a position if you will prepare yourself thoroughly for a position.

"I am only seventeen years old. Is that too young to enter your school?"

No. A large per cent of our students are seventeen. More depends upon your mental development, your willingness to work and your behavior than your years.

"I am forty. Would you advise me to undertake a course at the Business University?"

There is no dead line at forty any more than at thirty. One usually makes his dead lines. Ability and life are not measured in years. You may be too old at forty, but if so you are an exception. We enroll students now and then who are fifty and sixty.

"I have no money."

That is not news. We know many others who have none. We have been in the same position and as individuals we may now and then get there again. If you allow such a fact to loom before you, it will mean defeat; but if you will steel yourself against such a situation, it may be to your advantage. A very high per cent of men and women in America who have risen to high positions of usefulness, and made great fortunes, started without money. It is not a bad way to begin.

Few Additional Statements

It is with the greatest of pleasure that I hear of my son, Eduardo Gonzalez, Jr., in passing the final examination of his Life Endowment Course. I feel greatly indebted to your college for the admirable way in which it has assisted my son. I am very thankful to you for the great interest you took in his behalf. I am very much pleased with your institution.

EDUARDO GONZALEZ.

I consider these weeks spent here at Bowling Green Business University of inestimable value. Learning something of modern technique will be very helpful to me in my work.

MILDRED GODFREY.

Words will not express my appreciation for the many favors extended to me by The Bowling Green Business University. When I entered your school my penmanship was so poor I could scarcely sign my name well enough to be read. I was also poor in rapid calculation, but you were able to secure a position for me after I had made passing grades. I was only permitted to work one month with the firm I began as a bookkeeper because three of the eight working in the office were forced to look elsewhere for employment. You even called me before I left that position and offered me the one I am now holding.

ACY Y. SMITH.

When one finishes the Bowling Green College of Commerce, he is not afraid to undertake most any kind of a job, for he feels that the training and inspiration received there will make him successful in any business field. The personal association that may be had with your managers and teachers far surpasses that of most institutions.

GRACE WILSON BRUCE.

The summer spent in The Bowling Green Business University has been a very profitable one by attending classes taught by our superior teachers who are authorities and experts in their lines. I have had the pleasure of "sitting in" on many talks and lectures by distinguished and noted men.

GEORGE H. REED.

There are taught here subjects to fit every business requirement. Short courses in bookkeeping, or shorthand, or four-year course in accounting, business administration or commercial teacher training. Each is given the same careful and intense attention. Almost every student who comes here has a definite purpose. That is why we have an atmosphere of business and cooperation; why our school has and is holding its high standards in the training for business.

LEWIS CONDOR.

Employment and Income

It is the chief business of this institution to prepare young men and young women for employment that will give them an income. In asserting that this is our major objective, we do it proudly and boldly. In reaching our objective we add cheer and convenience and comfort and security to those whom we teach.

When we can convince a parent that we can prepare his son or daughter for employment and income, we enroll a student. When we can convince a thoughtful young person that we can prepare him for employment and income, we enroll a student.

We go further than preparation. We help our students to employment and income. How could we maintain a large and growing institution if we did not prepare and place our graduates?

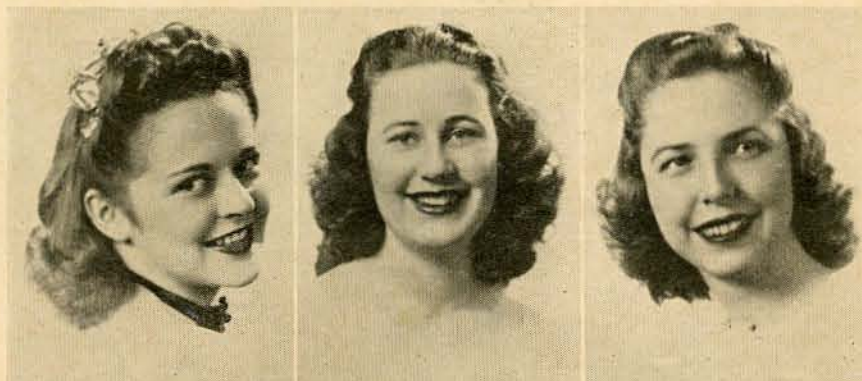
To Be Lost

Now is the time to be lost in the struggle for income if there is no preparation. This could have been said in a degree in normal times, but now the truth of it bites like a serpent and stings like an adder. The defense program makes it so.

To Find

But now is the time also for one to find himself through preparation. There has not been in twenty years such a pressing demand for every type of person we train as there is now. We are daily sending young people to positions, and the reason we are not sending more is because we have no more to send. The defense program is causing this great demand for stenographers, secretaries, accountants, business administrators, typists, file clerks, machine operators, etc., all of which we train.

Three of High Ranking Attractiveness



Marilynn Steinkamp of Florida and Kentucky, Virginia, chosen as the most charming and selection based upon party she was selected queenly to represent this attractiveness and popularity. At the annual Christmas most charming and selection based upon party she was selected queenly to represent this attractiveness and popularity. She became "Miss B. U." of May.

The attractiveness of the three young ladies whose pictures appear here is already apparent to you who are reading this, without your knowing that Miss Steinkamp was chosen Christmas as the prettiest girl in the Business University, Miss Rogers was sent to the Mountain Laurel Festival as the most queenly of our students, and Miss Handley was elected queen of the school yearbook.

Wanted—Men Stenographers and Secretaries

(Quoted from an editorial in the Balance Sheet of Cincinnati and written by Frances B. Bowers, Temple University, Philadelphia)

It is estimated that there are in this country at the present time about 4,000,000 young people between the ages of fifteen and twenty-four who are out of school and unable to find jobs. There seems to be, however, one employment opportunity which business education has failed to recognize and for which adequate guidance is strangely lacking.

The head of a high school placement service in a large city reports that he could place in stenographic or secretarial positions ten times as many boys as are qualified for these types of work. A college placement bureau admits that there is not a single man available to fill the calls which are coming in almost daily, and that the number of these requests is increasing.

A perusal of the want ads of the daily papers, the announcements of the Civil Service examinations, and the files of commercial placement bureaus bear out the fact that the demand for properly qualified men stenographers and secretaries is increasing. It should be noted, moreover, that this demand existed before the present defense program got under way. We have every reason to believe that as the plans for national defense expand, so will the demand for male workers in these capacities increase.

ENTER IN SEPTEMBER

Be prepared to qualify for Civil Service positions with a high examination grade which will assure you of a speedy and desirable appointment.



University Building on Friday morning, September 20, 1940. Many students not present

Get Ready

College days are just ahead. Young men and young women who are planning their life's work have already counted the time between now and September when colleges are opening. Ours will open on September 8.

A year ago we made a statement to this effect: "Young people, enter our school in September, and a year from now you will bless the day that you came here." Our prophecy has become so true that we are making this same statement again: "Enter our institution in September, and a year from now you will feel a sense of security and importance that will cause you to look back on the day you decided to come to us as one of the greatest days of your life."

You have this summer in which to make preparation to enter college. You may have clothes to repair, money to secure, and plans to lay. Don't let the time slip up on you. It will be here before you know it.



Pictures of some of the people we have placed recently

Reading from left to right, top row—Hattie J. Freedle, Milton Case, Harlan Prather, Helen Alias, Cecil Adams, C. F. Jackson, Janie B. Gay.
Second row—Dimple Dodson, Clyde Rader, John Walsh, Mary Emma Davis, James Young, Raymond Mullinix, Mildred Jones.

Third row—Hal Simpson, Jefferson Butler, George Hood, Jane Simms, Morris Speck, W. S. Frazier, James Rogers.
Fourth row—Lauretta Walden, Wilburn Kirkham, Thurman Brown, Irene Szabo, Joseph Brantley, Manuel Cepeda.

INTERESTING

The City of Our Institution

BOWLING GREEN is an exceptionally pretty, small city . . . its friendly, cultured atmosphere is felt even by the stranger. The constant school population of something like four thousand students has a great deal to do with creating this air of congeniality and activity. Life is never dull in Bowling Green. In addition to its own attractiveness, Bowling Green proper is situated within easy access to historic, scenic, and otherwise unusual points of interest of the South:

Only one hour's car ride from the birthplace and memorial monument of Jefferson Davis.

Approximately an hour's ride from the birthplace and monument of Abraham Lincoln.

Only forty-five minutes' ride from the great Mammoth Cave National Park.

Two hours from "My Old Kentucky Home State Park."

One and a half hours to the "Hermitage," home of President Andrew Jackson.

Two and one-half hours to Louisville.

One and a half hours to Nashville, the home of Vanderbilt University, Peabody College, Fisk University, and the Parthenon.

Four hours by car to the bluegrass country, the most beautiful farms in the world, on which are produced famous horses of all breeds.

Here are names of some of the students whom this institution has placed the last few months. We would be delighted to list the salaries, but it isn't fair to the employer or to the employee to do this. We could have placed many more had they been available. Others secured their own positions without assistance from us. Some of them had places promised to them before coming to this institution, consequently they cannot be listed with those securing employment here.

Mildred Herrin, High School, Cadiz, Ky.
Manuel Cepeda, Harlan Central Coal Co., Totz, Ky.
Kathryn Martin, Drs. Richards and Dickinson, Glasgow, Ky.

Helen Ray, Lamson & Sessions Co., Birmingham, Ala.

Aleck Dandaway, High School, Clintwood, Va.
Howard Martin, W. F. Shawver & Sons Co., Charleston, W. Va.

Milton Higgins, General Shoe Corporation, Nashville, Tenn.

John Baker, Carbide & Carbon Chemicals Corporation, South Charleston, W. Va.

Thurman Brown, Pond Creek Pocahontas Coal Co., Bartley, W. Va.

James Dowdy, MacAlpin Coal Co., MacAlpin, W. Va.

James Rogers, Ford, Bacon & Davis, Inc., Galveston, Texas.

Pearl P. Hall, Carbide & Carbon Chemicals Corporation, South Charleston, W. Va.

John Evans, Armour & Co., Norton, Va.

Reidus Skidmore, London Grocery Co., London, Ky.

Frederica Head, Croft Secretarial & Accounting School, Durham, N. C.

David Elwood, Speed Scientific School, University of Louisville, Louisville, Ky.

Jacob Shipp, Carbide & Carbon Chemicals Corporation, South Charleston, West Va.

Thomas Givens, Mallory Coal Co., Mallory, West Va.

Morris Speck, J. A. Petty & Son, Louisville, Ky.

Edwin Steen, Consolidation Coal Co., Jenkins, Ky.

Deatrice Faulk Shouse, High School, Kernersville, N. C.

Helen Morgan, First National Bank, Pikeville, Ky.

S. E. Lewis, Carbide & Carbon Chemicals Corporation, South Charleston, W. Va.

Cecil Sears, Columbus Mining Co., Hazard, Ky.

George Hood, Jr., Pet Dairy Products Co., Johnson City, Tenn.

Jane Simms, Guyan Eagle Coal Co., Amherstdale, W. Va.

Helen Ray, F. B. I., Washington, D. C.

James Turner, Kingston-Pocahontas Coal Co., Hemphill, W. Va.

Winn David Brown, General Shoe Co., Nashville, Tenn.

Jalva Vale, Wheeler Business College, Birmingham, Ala.

Milton Case, Penton Shepard Tire Co., Miami, Fla.
W. S. Frazier, Consolidation Coal Co., Jenkins, Ky.
James B. Young, Kentucky Utilities Co., Shelbyville, Ky.

Earl Helton, Blue Diamond Coal Co., Eagan, Tenn.
Morris Speck, General Shoe Corporation, Nashville, Tenn.

Hal Simpson, Pet Dairy Products Co., Greensboro, N. C.

Harlan Prather, Meridian Grain & Elevator Co., Meridian, Miss.

Joseph Brantley, Meridian Grain & Elevator Co., Meridian, Miss.

Mary Emma Davis, Lindsey Wilson Junior College, Columbia, Ky.

Jefferson Butler, Kentucky Utilities Co., Shelbyville, Ky.

Helen Alias, Mason & Hanger Co., Radford, Va.

Elizabeth Thomas, Mason & Hanger Co., Radford, Va.

Katherine Moreland, Mason & Hanger Co., Radford, Va.

Marcus Gillespie, Carbide & Carbon Chemicals Corporation, South Charleston, W. Va.

A. C. Loyd, High School, Belhaven, N. C.

Ruth Litton, Mason & Hanger Co., Radford, Va.

Lola Belle Clarke, Mason & Hanger Co., Radford, Va.

Judson Wilkes, Short & Connelly, Public Accountants, Nashville, Tenn.

Irene Szabo, Mason & Hanger Co., Radford, Va.

Charles Cowgill, D. L. Fair Lumber Co., Louisville, Miss.

Lauretta Walden, Bank of Matewan, Matewan, W. Va.

Erma Head, Sullins College, Bristol, Va.

Martha Frances Cherry, Martin College, Pulaski, Tenn.

Maude Shultz, High School, Canton, N. C.

Mary Ann Crenshaw, Mason & Hanger Co., Radford, Va.

Kathryn Martin, Motor Electric Supply Co., Bowling Green, Ky.

Elizabeth Farinash, Mason & Hanger Co., Radford, Va.

Reuben Allen, Parsons-Faulkner Co., Ashland, Ky.

Acy Smith, J. O. Young Chevrolet Co., Providence, Ky.

Arless Bowman, Carbide & Carbon Chemicals Corporation, South Charleston, W. Va.

Dimple Dodson, Drs. Richards and Dickinson, Glasgow, Ky.

Wilburn T. Kirkham, Five Points Lumber Co., Jackson, Tenn.

Elizabeth Reding, Pepsi-Cola Bottling Co., Bowling Green, Ky.

Mildred Jones, Koppers Coal Co., Kimball, West Va.

Annie Lou Beason, Kingston-Pocahontas Coal Co., Hemphill, West Va.

Earl Vance, Inland Steel Co., Wheelwright, Ky.

Charles F. Jackson, Pet Dairy Products Co., Durham, N. C.

Cecil Adams, Kingston-Pocahontas Coal Co., Hemphill, West Va.

Elva Anders, V. T. C. Bus Lines, Harlan, Ky.

Ivyl Lille, Mason & Hanger Co., Radford, Va.

Ruth Jones, Mason & Hanger Co., Radford, Va.

Ralph Hickok, Koppers Coal Co., Kopperston, West Va.

Clarence W. Parker, Tomlinson Furniture Mfg. Co., High Point, N. C.

L. B. Hazelwood, Ford, Bacon & Davis, Galveston, Texas.

Elmer Coldiron, Meem-Haskins Coal Corporation, Kodak, Ky.

L. B. Agnew, Russell Mfg. Co., Alexander City, Ala.

Guy R. Ireland, National Carbon Co., Clarksburg, West Va.

Nina Willoughby, Mason & Hanger Co., Radford, Va.

Frances Robinson, Warren County Board of Health, Bowling Green, Ky.

David Elwood, du Pont Company, Charlestown, Ind.

Sarah Hicks, Mammoth Cave Credit Association, Glasgow, Ky.

Wayne Best, Hunter Fan & Ventilating Co., Memphis, Tenn.

Hattie Jane Freedle, City Water Works, Harlan, Ky.

Janie B. Gay, Slab Fork Coal Co., Slab Fork, West Va.

John B. Walsh, Ohio Oil Co., Findlay, Ohio.

Raymond Mullinix, Koppers Coal Co., Weeksbury, Ky.

Marshall Cardwell, Koppers Coal Co., Powellton, West Va.

C. L. Spradlin, Jr., Mason and Dixon Line, Inc., New York City.

Al Osborne, Pet Dairy Products Co., Greeneville, Tenn.

Leo Garrett, Kentucky-Tennessee Light & Power Co., Bowling Green, Ky.

Paul Wilson, Kentucky-Tennessee Light & Power Co., Bowling Green, Ky.

William Cowart, Surface Motor Co., Cabin Creek, West Va.

Eleanor Richards, Brown & Williamson Tobacco Corporation, Louisville, Ky.

Iris Sparks, Brown & Williamson Tobacco Corporation, Louisville, Ky.

Esther Reardon, Brown & Williamson Tobacco Corporation, Louisville, Ky.

Alvenia Lashlee, Modern Welding Co., City.

Clyde Rader, Massey Business College, Houston, Texas.

Frank Young, Pond Creek Pocahontas Co., Bartley, West Va.

To High School Graduates

What are you going to do from now on? Your accomplishments so far have been good. The fact that you are a high school graduate marks you as a young person of industry and intelligence, and it gives you a special rating among your fellows, most of whom have not and will never finish high school. Looking from your position now down to the beginning when you entered the grades, you occupy a high and exalted place, but looking up toward college graduation or graduating from a technical school, you will discover that you have a considerable climb to make, yet the work you have done thus far is a good foundation for the work you are to do. If you stop now the time will come when you will be regarded as almost an ignoramus. A few years ago, we were careful not to disturb the plans of young high school graduates, feeling that it was doing them an injustice, but since we discovered that a very high per cent of them never go to any kind of school and never do much more after graduation, we are determined, if possible, to inspire them to do something in the way of more training.

Take a business course with us, and you will improve your chance many fold. You won't be much older until you will find that financial security is one of the most necessary things in the life of an individual. It is a reflection upon one of you not to do more than an undergraduate will do. In other words, you are "on the spot." Your family, your neighbors, everybody is expecting more of you than if you had not graduated from high school.

The government is as eager for trained office people as it is for trained soldiers. Take a business course and help in the national defense program. Besides it will help you in defense of yourself against poverty and against being lost in the shuffle in competition with others. There's some way for you to take a course here.

Write us for further facts.

Come September 8th

Clubs, Fraternities, Societies

The social life of this institution is well organized, protected, and congenial. There are eleven organizations which have for their purpose academic advancement and social contact. This summer a new plan is being worked out through which a social calendar will be set up for the entire year beginning in September. Our committee to formulate and develop this new setup will be composed of three members of the faculty, representatives of the Cosmopolitan, Florida, Mississippi, Tennessee, Tri-State, and Kentucky Clubs, as well as those from the Delta Theta and Kappa Beta Pi Sororities, and the Pi Tau Nu, Alpha Sigma, and Beta Pi Fraternities. These organizations, from which the committee representatives are chosen, already give a social coloring to our institution that is friendly and delightful.

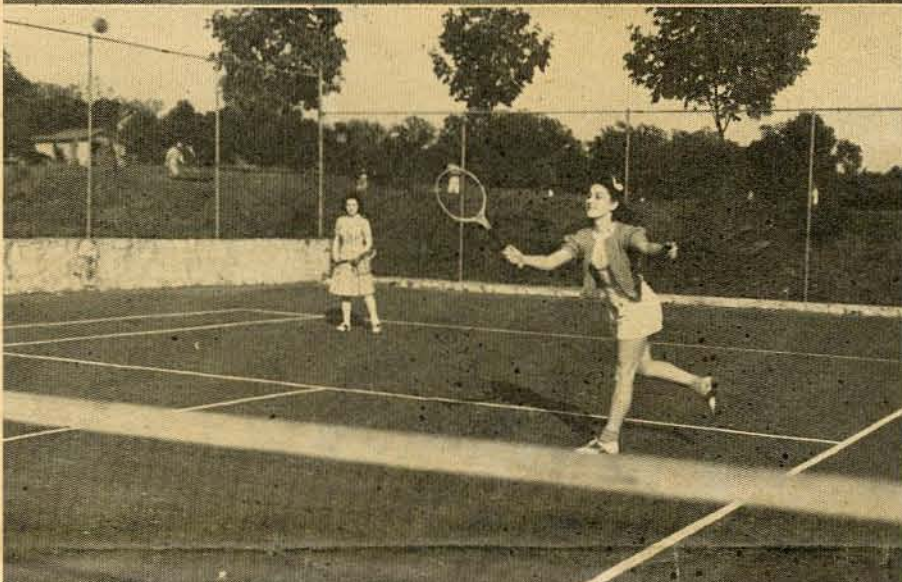
Two Schools in One

The noncollege division offers work of a purely commercial character. No college credit is given to the student for completion of work. The objective in this division, from the student's entrance until completion, is the development of skill in Shorthand, Typewriting, Bookkeeping, Penmanship, Letter Writing, Spelling, Secretarial Work. The student may progress as rapidly as his industry and intelligence will permit.

In the college division credits are awarded and these credits are acceptable by other colleges and universities. In this division is offered Commercial Teacher Training, Accounting, Business Administration, Secretarial Work.

The two divisions function separately.

Enter September 8th



The Conduct of Business

The Business Administration Department of this institution is growing rapidly each year and ought to grow more rapidly. If we could convince the better type of high school and college graduates of the real significance of a Business Administration Course in our institution, our enrollment would grow several hundred per cent beginning on September 8. We invite all persons interested in taking a course in Business Administration to examine carefully our course. Compare it with any similar course offered in the United States. Then seek to learn the type of instruction given here, the facilities for teaching, our faculty, and especially what becomes of our Business Administration graduates. After such an examination is made, we shall be willing to lose or win by it.

There has been for the past twenty years a constantly growing demand for men trained in Business Administration, and since the defense program started this demand has increased greatly.

One well trained in Business Administration understands accounting, insurance, transportation, marketing, labor problems, cost of production, commercial geography, business psychology, economics, law, office management, money and banking, taxes, credits and collections, investments, personnel administration, and all that goes into the management of a business. In addition to these fundamentals he is given drills in penmanship, rapid calculation, typing, spelling, and if weak in English and mathematics when he enters this institution, he will be given an opportunity to study these subjects. When he is through here, he will have a degree and a profession, and, moreover, his services will be sought. Ask us for full particulars.

Instructors

J. L. HARMAN, LL.D., President
J. MURRAY HILL, Vice-President
W. L. MATTHEWS, A.B., A.M., Second Vice-President and Dean
MISS NINA HAMMER, A.B., Registrar
JOHN D. DODSON, A.B., A.M., Ph.D.
KENNETH SPAULDING, A.B., A.M.
ROBERT R. MILROY, A.B., A.M., Ph.D.
JAMES RUSSELL MEANY, LL.B., C.P.A.
SAMUEL M. WOOLSEY, A.B., M.B.A., C.P.A.
MRS. C. BOULTON CATES, B.S., M.B.A.
J. C. HOLLAND, B.S., M.B.A., C.P.A.
MISS EDITH MAYFIELD, A.B., A.C.A., A.M.
W. S. FUQUA, A.B., M.A.
MRS. GEORGIA L. CARGILE, A.B.
MRS. JOHN S. HARRIS, A.B.
MISS JANE HULSE, A.B.
RUSSELL H. MILLER, A.B., M.A.
JO T. ORENDORF, LL.B., LL.D.
MRS. MARY E. CORNETTE, A.B.
MRS. SIDNEY PHILLIPS, A.B.
MISS ELLIS FRANKLIN, B.S.
MRS. NEVA ROGERS, A.B.
MISS FRANCES KNIGHT, A.B.
MISS IDA B. NANCE, A.B., A.M.
MISS MAY HENDERSON, A.B.
MISS MARY PERKINS, A.B.
MRS. HALLIE GAINES FISHER, A.B., A.M.
MRS. BENNETT SIMMONS, A.B., A.M.
MRS. IRENE RHODES BAIRD, B.S.
W. S. KESTER, B.S.
MISS CHRISTINE STROOP, B.S., A.M.
R. D. WILLOCK, A.B., LL.B.



Clarence W. Parker, Waycross, Georgia, graduate of The Bowling Green College of Commerce in 1939—only two years ago—is now assistant to the comptroller of the Tomlinson Furniture Company, High Point, North Carolina. He completed our four-year accounting course and has one of the most important positions we have filled in twelve months. He is only twenty-six years of age.

Living Conditions in Bowling Green for Students of This College

Our Housing and Boarding Department has a long list of homes in the city that are suitable and congenial places for students to live. From this complete and carefully chosen list of desirable living quarters, the House and Boarding Division of the school makes selections that will give the new student ample opportunity for freedom of choice. To these homes the student is taken in our car by one of the representatives of the Housing and Boarding Department. The student may select a room in one home and secure his meals in another or have room and meals in the same home. Many students, however, prefer to have their room in a home and eat wherever they choose about the town. Private homes take personal care of students.

Rates for board vary from about \$20 to \$25 per month.

Girl Graduates

The last twenty-five years' business has each year called more and more women into its field of activity. This year the girl graduate comes quickly and definitely into her own. The defense program is taking boys into training in increasing numbers, and their places must be filled by young women who are prepared to enter business. Our placement service receives each month more calls for women to fill responsible positions.

Girl graduate, this is your day.

By enrolling for a course here you will be doing something for yourself that will help you earn a living now and in days to come—you will be doing more than merely earning a living. By putting at the service of your country your skill in your chosen business field, you will be fulfilling the role of a true patriot as much as a soldier, sailor, or aviator now signed up for active service.

We feel that we are doing as much for the young women here as we are for the young men, and we know that young women are to be as highly benefited by the results of their study in The Bowling Green Business University as are young men.

Our Assembly Hour is held on Mondays, Wednesdays, and Fridays. It varies its programs from the most serious to light entertainment. For sixty-seven years it has been one of the chief features of this institution. *Reasonable attendance is required.* Prospective students should regard this statement: *Reasonable Attendance Is Required.*

A Few Statements

When I came to The Bowling Green Business University I had had two and one-half years of shorthand. During my twelve months in school here, I have learned more shorthand than I had during the two and one-half previous years.

KATHARINE MORELAND.

The Bowling Green Business University is the school from which good stenographers are graduated.

MILDRED QUISENBERRY.

I chose this school because I thought it was the best business school to attend, and, in my opinion, it has proved to be so.

JAMES TURNER.

This is to express my deep appreciation and gratitude for having been a student in your college for the past year. I do not think I have enjoyed a place more than I have Bowling Green, and I hope that some day I may have the pleasure of being with you again.

HENRY B. MOORE, JR.

B. U. deserves its reputation for being the best business school in the country.

MARGARET SHARKEY.

I have attended Bowling Green Business University for two summers, 1936 and 1940. The instructors were scholarly, conscientious, and broad-minded. The past summer I needed a thorough review and practice in some skill subjects. I feel that it was much worth while. Bowling Green Business University really deserves the splendid reputation which it holds in the education world.

LURLINE WIGHTMAN.

Founded on hope, growing on friendship and service, the Business University offers as evidence, before its judges, the business world, the abilities, attitudes, and personal successes of its graduates.

DAVID CARPENTER.

The reputation this school bears is due in a large measure to the untiring work of the staff and faculty. Since I have been here, I realize just how hard the management of a school of this type is. Halfhearted measures would not work. It takes the conscientious and cooperative work of faculty and students to make this school respected and loved as it is.

My work here is of a type I thoroughly enjoy. I am very glad that I shall have another term here. The friends I have made here are the type I have always wanted and couldn't find in other places.

FLORENCE MUTCHLER.

The thing I like most about the Bowling Green Business University is the friendly and cooperative attitude of the students. Their friendship sure makes school days happy days here at B. U.

JOHN MOHON.

The Bowling Green Business University has a tradition to uphold. Since 1874 it has trained accountants, bankers, businessmen, secretaries, and stenographers. The institution has stood through numerous crises, rising to meet the ever-increasing demands of business for skilled craftsmen.

Today in these troubled times the University has a duty to perform—that of standing fast through the crisis, of maintaining the high record of its students,



A New Southern Champion

In the typewriting classes of Russell H. Miller, instructor in Secretarial Science at the Bowling Green College of Commerce, Sue Belle Hill has established records that stand as the all-time high in the annals of amateur typewriting for this institution and possibly for a large section of the country.

Miss Hill's records include: 111 five-stroke words per minute with four errors on fifteen-minute writing, 145 five-stroke words with no errors on one-minute writing (both made on straight copy testing material), and 240 actual words with no errors for one minute on memorized sentence drill. All of these records were established in class testing situation; all papers were checked according to International Typewriting Contest rules.

While not establishing a school record, Miss Hill made an outstanding mark when, on December 19, 1941, she typed for fifteen minutes at a rate of seventy-eight words per minute, or a total of 5,874 strokes, without an error.

of upholding the traditions that make young men and women of character, strength, and purpose.

EVELYN JANE DAUGHTRY.

At the Bowling Green Business University the best of business training is combined with unequalled friendship and fellowship.

C. H. McADAMS.

One advantage of Summer School is that meeting each class every day tends to do away with the sense of a break in continuity which goes with the meeting of classes only every other day.

PAUL L. BORDEN.

The spirit of friendship existing among faculty, administration, and students is seldom seen in a school so large. Every day's attendance is an enjoyable sermon in the better things a student expects from life.

BENSON POIRIER.

The Summer School at Bowling Green Business University ranks high in my estimation. I have accomplished more in a shorter length of time than I ever dreamed I could. I have enjoyed every part of the activities of the school.

LaVADA SANDEFUR.

I thoroughly enjoyed my bookkeeping course this summer, and I hope to go on into advanced bookkeeping.

EMMA LEE MANGUM.

I enjoyed every minute in my course of shorthand last summer.

CHARLOTTE AHRENS.

Since I have changed to the commercial teaching field, I am what one of the instructors was pleased to call a "transferred teacher." I came here seeking methods in presenting commercial subjects to high school students, and I have been enlightened along this line. Too, I have been pleased by the contact with other teachers in this field, and I feel that I have gained a new vision as well as enthusiasm.

EDNA CARMICHAEL.

The one thing that has impressed me most about The Bowling Green Business University is the smile and the friendly attitude of the teachers, the office force, and students. Although work and study have been important factors in my life here, this friendly nature of my associates will remain with me longer than anything else.

CARLYLE CUNDIFF.

This school has been most valuable in helping me to form habits that will enable me to meet actual situations, both in business and social life. It has also helped me to get away from the childish ways of high school, and it has made me more able to rely upon myself.

MARY JANE HARMAN.

The thing which this school has given to me which means so much is the association with all types and classes of people. We have boys and girls who have come from different backgrounds and with different goals.

ELIZABETH HAWKINS.

ENTER SEPTEMBER 8, 1941

FROM . . .

**BOWLING GREEN BUSINESS
UNIVERSITY, INC.**
BOWLING GREEN, KENTUCKY

Section 562 P. L. & R.

U. S. POSTAGE

PAID

1 CENT

Permit No. 1

Bowling Green, Ky.

Miss Dlorice Rudd
Route #7
Shelbyville, Tenn.